Student Placement Matrix

Designee	Location	Contact	Phone Number	Email Address	# of Students	University	Assigned Student(s)
Focus Hope	Detroit	Debbie Fisher	(313) 494-4306	fisherd@focushope.edu	1	UM	
Project Description: Obtain, compile and map crime statistics for the Central Woodward/North End area; create tables and information for a Weed and Seed application; assist with obtaining and compiling data for Safe Routes to School.							
Creekside Community Development Corporation	Detroit	Sam Butler	(313) 822-0062	sbutler@creeksidedetroit.org	3	WSU	
Project Descriptions: 1. Assist Creekside CDC with event planning and marketing related to the summer jazz festival, playground building and community garden. 2. Work with the Creekside CDC Housing Manager with the marketing of the Home Repair Program.							
Grandmont/Rosedale Development Corporation	Detroit	Cathy Marks Marshall	(313) 387-4732 ext. 105	cmarshall@grdc.org	2	UM	
Project Descriptions: 1. Update the community vacant and foreclosed property list to best respond to the increasing numbers of vacant and abandoned homes; help implement the Grandmont Rosedale Foreclosure Task Force Action Plan; coordinate volunteers; update the target area vacant property database. 2. Implement the plan laid out by community members to create a community garden; help to market the Northwest Detroit Farmers' Market; help coordinate the Farmers' Market volunteers and vendors; help to create the infrastructure for the garden.							
Greater Corktown Development Corporation	Detroit	Kathy Mutch	(313) 965-5853	kmmutch@yahoo.com	2	WSU	
Project Descriptions: 1. Assist with parcel identification and articulation of development projects. 2. Map developable parcels and buildings and identify possible developments and development partners.							
Southwest Detroit Business Association	Detroit	Theresa Zajac	(313) 842-0986 ext. 28	theresaz@southwestdetroit.com	1	WSU	
Project Description: Assist with the marketing and public relations of summer projects occurring in Mexicantown via the West Vernor Business Association.							
City of East Lansing	East Lansing	Lori Mullin	(517) 319-6861	lmullin@cityofeastlansing.com	1	MSU	
Project Description: Work with the City of East Lansing Project Managers to assist local businesses with facade improvements and design standards; assist in the design of new development projects within the city.							
Ferndale Downtown Development Authority	Ferndale	Cristina Sheppard-Decius	(248) 546-1632	cristina@downtownferndale.com	2	WSU	
Project Description: Documenting building improvements to make available on a website. Business inventory of downtown Ferndale businesses. Also a possibility of creating a photo catalog and presentation of befores and afters of building improvements in the downtown area (if time permits).							
Dwelling Place	Grand Rapids	Jenn Schaub	(616) 855-0435	jschaub@dwellingplacegr.org	1	MSU	
Project Description: Administrative duties for the Heartside Downtown Neighborhood Association and the Heartside Business Association: research new grant possibilities; write and upgrade grants; coordinate special projects and general outreach programs.							
Eastern Market Corporation	Detroit	Randall Fogelman and Dan Carmody	(313) 833-9300	rfogelman@detroiteasternmarket.com dcarmody@detroiteasternmarket.com	2	UM	
Project Descriptions: 1. Work with staff from the Michigan State University Product Development Center to organize, operate and evaluate a variety of presentation formats for the sale of food products at Eastern Market by emerging entrepreneurs; develop improved strategies for product placement, pricing, signage and sales tactics. 2. Conduct a variety of market surveys with regard to two specific ethnic groups and their shopping behaviors; engage the Latino community in Southwest Detroit and the Arab-American community in Dearborn to better understand their current opinions regarding Eastern Market; form strategies to increase Eastern Market's market share from these communities.							
City of Dearborn, Economic and Community Development	Dearborn	Cynthia Grimwade	(313) 943-2180 ext 6	cgrimwad@ci.dearborn.mi.us	1	UM	
Project Description: Gather marketing, consumer and travel information from local businesses and work with the office to create a marketing plan for the area; conduct interviews with local businesses; develop and carry out surveys of consumers; collect and analyze existing data about consumer patterns in Dearborn and Southeast Michigan.							
Portland Downtown Development Authority	Portland	Julie Clement	(517) 371-5140	clementj@cooley.edu	1	MSU	
Project Description: Conduct stakeholder meetings and research to develop a historic restoration plan for the opera house.							
Saugatuck Center for the Arts	Saugatuck	Felicia Fairchild		ffairchild@saugatuckcity.com	1	MSU	
Project Description: Sophisticated updates to Saugatuck/Douglas Visitors website, particularly in the lodging/bed and breakfast sections; database updates and enhancements							
Jefferson East Business Association	Detroit	Joshua Elling	(313) 331-7939	jelling@jeffersoneast.org	1	WSU	
Project Description: Gather information on how a person or persons successfully opens a business at the Jefferson East Business Association.							
City of Howell	Howell	Erin Perdu, City of Howell	(517) 546-3861	eperdu@ci.howell.mi.us	1	MSU	
Project Description: First floor renovation of the lower floor of the historic, 125 year-old Opera House so that the space can be used as a center for community arts, community meetings, and as a home for the Livingston Arts Council. Joe 1) Creating a marketing plan 2) Social media 3) Helping out with the Melon Festival							